

AMENDMENT

Please cancel claims 6 through 18, and add claims 19 through 54.

19.

(New) A removable moving media, comprising:
a source content;
a removable content disposed within the source content for providing a
virtual product location; and
a communication assembly in communication with a virtual product
source, the communication assembly providing access to the
source content and the removable content,
wherein the communication assembly allows the virtual product source to
place a virtual product within the removable moving media
through utilization of the removable content disposed within the
source content.

20. (New) The removable moving media of claim 19, wherein the virtual product source is at least one of a network, a website on a network, and a peripheral computing system.

21. (New) The removable moving media of claim 20, wherein the virtual product source updates the virtual product location on the removable content within the source content.

22. (New) The removable moving media of claim 19, wherein the source content is a video game.

23. (New) The removable moving media of claim 22, wherein the source content is at least one of a streaming video, a film, a video stream, and a video file format.

24. (New) The removable moving media of claim 23, wherein the source content is a digital source content.

25. (New) The removable moving media of claim 19, wherein the virtual product is placed within the removable moving media through at least one of a paint, a montage, an animation, and an instantiation process.

26. (New) A method for placement of a virtual product in a moving media, comprising:
selecting an original source media including a removable content, the removable content providing a virtual product location;
receiving a virtual product content from a peripheral virtual product source;
editing the original source media;
inserting the virtual product content in the virtual product location of the original source media.

27. (New) The method of claim 26, wherein the original source media is a video game.

28. (New) The method of claim 27, wherein the original source media is at least one of a streaming video, a film, a video stream, and a video file format.

29. (New) The method of claim 26, wherein the receiving of the virtual product content from a peripheral virtual product source further comprises the step of receiving the peripheral virtual product source from at least one of a network, a website on a network, and a peripheral computing system.

30. (New) the method of claim 29, wherein the virtual product content is updated by the peripheral virtual product source.

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31. (New) The method of claim 26, wherein the editing of the original source media further comprises the step of digitizing the original source media.
32. (New) The method of claim 26, wherein the inserting of the virtual product content occurs through at least one of a paint, a montage, an animation, and an instantiation processes.
33. (New) A system for placing virtual products within a moving media, comprising:
an original moving media content source including a removable content,
the removable content providing a virtual product location;
a network in communication with the original moving media content source, the network providing a virtual product source; and
a virtual product disposed within the virtual product source, the virtual product being enabled for placement in the virtual product location of the removable content,
wherein the virtual product is downloaded from the network and placed on the moving media in the virtual product location.
34. (New) The system of claim 33, wherein the network includes at least one of a website on a network and a peripheral computing system.
35. (New) The system of claim 33, wherein the virtual product source updates the virtual product location on the removable content within the original moving media content source.
36. (New) The system of claim 33, wherein the original moving media content source is a video game.

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37. (New) The system of claim 36, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.
38. (New) The system of claim 37, wherein the original moving media content source is a digital source content.
39. (New) The system of claim 33, wherein the virtual product is placed within the virtual product location through at least one of a paint, a montage, an animation, and an instantiation process.
40. (New) A method of selling the placement of products in moving media content released over time, comprising:
dividing the time over which the content is released into a plurality of time slots;
selling the placement of a product in the content by time slot; and
placing the product into the content released in the time slot for which the product placement was sold
updating the product in the content by downloading a new product into the content from a network.
41. (New) The method of claim 40, wherein the network includes at least one of a website on a network and a peripheral computing system.
42. (New) The method of claim 40, wherein the original moving media content source is a video game.
43. (New) The method of claim 42, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.

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44. (New) The method of claim 43, wherein the original moving media content source is a digital source content.
45. (New) A method of selling the placement of products in moving media content released in a plurality of geographic areas, comprising:
producing different versions of the content for different geographic areas;
selling the placement of a product in the content by geographic area;
placing the product into the geographic version for which the product placement was sold; and
updating the product in the different versions of the content for different geographic areas by downloading a new product into the content from a network.
46. (New) The method of claim 45, wherein the network includes at least one of a website on a network and a peripheral computing system.
47. (New) The method of claim 45, wherein the original moving media content source is a video game.
48. (New) The method of claim 47, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.
49. (New) The method of claim 48, wherein the original moving media content source is a digital source content.
50. (New) A method of selling the placement of products in moving media content distributed in a plurality of channels, comprising:
producing different versions of the content for different channels;
selling the placement of a product in the content by distribution channel;
placing the product into the channel version for which the product

placement was sold; and
updating the product in different versions of the content for different
channels by downloading a new product into the content from a
network.

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- 51. (New) The method of claim 50, wherein the network includes at least one of a website on a network and a peripheral computing system.
- 52. (New) The method of claim 50, wherein the original moving media content source is a video game.
- 53. (New) The method of claim 52, wherein the original moving media content source is at least one of a streaming video, a film, a video stream, and a video file format.
- 54. (New) The method of claim 53, wherein the original moving media content source is a digital source content.